

Massage—(Cont'd)

STAY YOUNG INSTITUTE

MASSAGE
CABINET BATHS
PHYSICAL THERAPY
Open Evenings and Sundays

690 Sutter.....TU xedo 5-5305

SUN NAY HEALTH STUDIO
EXCELLENT MASSAGE
HERB BATHS
SELECT CLIENTELE ONLY
BY APPOINTMENT
Hours 10 A.M. to 10 P.M.
Sundays & Holidays Inc.
LOIS H. LAYNE
444 Castro.....MA rket 1-8887

SWEDISH MASSAGE
HOURS 11 A.M. TO 9 P.M.
OUT CALLS
EXPERT MASSEUSE
Electric Steam Cabinet
Beauty Physiotherapy Treatments
Excellent Service
Cor at Market
698-14th.....UN drhil 1-5399

WALIN F M
Expert Swedish Masseur
126 Post.....EX brook 2-7832

WALLY'S PHYSIO-THERAPY
Bicycle-Exerow-Cabinet Bath-Massage
For Women Only
1248 Leavenworth.....PR ospct 5-0569

WILCOX LOUISE
Improved Swedish Massage
Cabinet & Tub Baths
By Appointment
619 Ellis.....PR ospct 5-4156

WILLIAMS AL HEALTH SYSTEM
Swedish Massage - Steam Bath
Cabinet Bath - Individual Exercise &
Thorough Body Massage - Men Only
117 Montgomery.....EX brook 2-0470

Matches

ALLEN CO THE
Advertising Book Matches
420 Market.....YU kon 6-0935
Diamond Match Co The 2 Pine.....SU tter 1-3841

DIAMOND MATCHES
ADVERTISING BOOK MATCH-
ES. Carry your name and your
message to those whom you
wish to reach.
The Diamond Match Company
manufactures all types of
matches. Household Wooden-
ware products, Household Paper Products.
"FOR INFORMATION CALL"
Diamond Match Co The 2 Pine.....SU tter 1-3841

FEATURISTIC ADVERTISING CO
Special Reproduction F O B Your Door
20-2d.....YU kon 6-1480
Floyd Jeff D 1407 Valencia.....MI ssn 7-5472
Kaplan Jack J 1355 Market.....UN drhil 1-4420

LION MATCH CO INC
BOOK MATCHES
Manufacturers of
30 - 20 - 15 & 21 STICK MATCHES
The Matches With The
AD ON THE STICKS
Matches Wrapped in Cellophane Packages
383 Brannan.....GA rfid 1-7814

MONOGRAM OF CALIFORNIA
2500-18th.....UN drhil 3-3600

Matches—(Cont'd)

OHIO MATCH COMPANY THE
721 Bryant.....SU tter 1-1557
Pac Match Co 646 Folsom.....SU tter 1-8556

SALTZ ADVERTISING SPECIALTIES
COMPARE OUR PRICES
Regular - Double Size
Foil - Embossed
"World's Largest Book Match"
FREE Cuts on Our Exclusive
5 Color Designs
1339 Folsom.....MA rket 1-6994

U S BOOK MATCH CORPORATION
ADVERTISING BOOK MATCHES
Styled to Your Individual Design
Local or National Distribution
387 Bush.....SU tter 1-5674

Look in the Yellow Pages first!

Page Boy
MATERNITY SHOP

Apparel for Mothers-To-Be
Suits • Dresses • Slacks • Casuals
Lingerie and Brassieres
Call YUKon 6-6192
400 SUTTER STREET
Corner of Stockton

Matches—(Cont'd)

UNIVERSAL BOOK MATCHES
Manufacturers of all types of
Advertising
BOOK MATCHES
For over 20 years creators of
book match campaigns for
America's top advertisers.
Tested plans for every type of
business—Large or Small.
ALSO ALL TYPES OF WOOD MATCHES
"FOR INFORMATION CALL"
UNIVERSAL MATCH CORP
1355 Market.....UN drhil 1-4419

Universal Match Corporation
1355 Market.....UN drhil 1-4419

WILLATS PRINTING CO
See Our Advertisement Under Printers
950 Folsom.....EX brook 2-0660

Material Handling Equipment
See Specific Kinds, i.e., Casters;
Conveyors; Cranes; Elevators-Portable;
Hoisting & Rigging Equipment; Pallets
& Skids; Tackle Blocks; Tractors;
Trailers-Commercial; Trucks-Industrial;
Winches; Etc

Maternity Apparel

EXPECTATION SHOP
CLOTHES FOR THE
EXPECTANT MOTHER
"in the Marina"
2419 Chestnut.....WE st 1-3559

Kalin Corp 376 Sutter.....EX brook 2-2357
Factory 1911 Hayes.....SK yline 2-1614
L'Apparelle 3925-24th.....AT water 2-2504

MATERNITY CORNER
2622 Ocean Av.....DE laware 4-0102
Page Boy Maternity Shop
400 Sutter.....YU kon 6-6192
(See Advertisement This Page)

Maternity Apparel—(Cont'd)

STORK SHOP
MATERNITY
DRESSES - SMOCKS
GIRDLES
AND
BABY'S FIRST NEEDS
470 Post.....EX brook 2-5170

Vogue Shop 5317 Geary Blvd.....SK yline 1-4024

ROLLER'S A L
Shop in the Mission & Save
Trim Fitting Maternity Dresses,
Suits, Slacks, Skirts, Lingerie
Tremendous Selection
LOWEST PRICES
Between 19th & 20th Sts
2352 Mission.....MI ssn 7-0881

Maternity Supports—Mfirs

Spencer Support Shop 655 Sutter...TU xedo 5-4292

Matrices

AMERICAN ELECTROTYPE DIVISION
ELECTROGRAPHIC CORPORATION
329 Fremont.....GA rfid 1-3522

FILMER BROS ELECTROTYPE CO
Prompt Service On Electrotypes
Nickelotypes-Stereotypes & Mats
330 Jackson.....EX brook 2-5115

Hoffschneider Bert & Bro Inc
500 Sansome.....GA rfid 1-1725

Johnson Mat & Electrotype Co
Mats Electrotype Plastic & Rubber Plates
555 Washington.....EX brook 2-2824

King Features Syndicate Inc
862 Howard.....GA rfid 1-3387

Precision Electrotype Co
1045 Sansome.....GA rfid 1-0680

Printing Plates Co 585-21st Oakland
From S F Zone only (No Inter-City Charge)
Ask "operator" for Entrance-10906

Rapid Electrotype Co The
500 Howard.....DO uglas 2-8427

WESTERN NEWSPAPER UNION
234-1st.....GA rfid 1-0746

Mats—Floor

B & M Auto Seat Cover Co
Automobile Floor Mats
2055 Market.....UN drhil 1-9744

COLBERG SUPPLIES
MATS OF ALL TYPES
Rubber • Wood • Fiber • Steel
Industrial and Commercial
777 Golden Gate.....MA rket 1-3415

Dutro Co 837-31st Oakland.....HU mbolt 3-0914

GOLDEN STATE MAT MFG CO
799 Golden Gate Av.....KL ondike 2-1900
(See Advertisement This Page)

KOSS PAUL SUPPLY CO
900 Folsom.....YU kon 6-2323

LEATHER MAT MFG CO
440 Sansome.....GA rfid 1-7146
(See Advertisement This Page)

The Yellow Pages save you time.

MATS AND MATTINGS
MANUFACTURED AND INSTALLED
Est. Since 1921
Used by Office Buildings, Banks,
Theatres, Hospitals, Stores, Taverns,
Steamships, Bowling
Alleys, Shops.

TRADE MARK
"Beatsall"
One of the
World's Largest
Mat Houses

Reversible - Flexible - Roll-up
Leather, Rubber, Steel, Cocoa, Wood

LEATHER MAT MFG. CO.
(MAT SPECIALISTS)
440 Sansome St. GARfield 1-7146

Mattress Makers' Supplies

AMER MATTRESS SUPPLY CO
342-9th.....SU tter 1-5393
Bechik Products 1385 Market.....KL ondike 2-3611
Binkovitz M & Sons 1355 Market, KL ondike 2-3611
Connolly Bedding Supply Co
65 Rausch.....HE mlock 1-7569

DIETRICH DICK
Complete Line of
Mattress Makers' Supplies
Velv-O-Grip Handles - Binding Tapes
Tickings - Damasks -
Pre-Built Borders - Buttons
Furniture Fabrics - Webbing - Labels
New & Used Mattress Machinery
1355 Market.....KL ondike 2-3611
If no answer call.....KL ondike 2-2311

Mitchell P R Co 1355 Market.....KL ondike 2-3611

Proctor & Schwartz
119 New Montgomery.....YU kon 6-1274
Proctor & Schwartz Inc
3840 Folsom.....AT water 2-7977

UPHOLSTERY SUPPLY COMPANY
Everything for the Mattress Maker
Tickings - Damask - Springs - Cotton
Ticks Ready Made & Sewed to Order
498 Alabama.....UN drhil 1-5839

A thoughtful party-line user answers her telephone bell promptly... places her own calls accurately, so that they do not have to be placed again... does not monopolize the telephone at the inconvenience of others... teaches children, too, the little telephone kindnesses... and when her telephone is not in use, sees that it is hung up.

Mattresses—Renovating

A & A Bedding & Upholstering Co
1044 Howard.....HE mlock 1-4330
(See Advertisement Page 408)

ACME BEDDING CO 1076 Oak.....HE mlock 1-3141
(See Advertisement Page 409)

AIR-FLEX MOROSKEY MATTRESS CO
1687 Market.....UN drhil 1-4532
Airway Mattress & Upholstering Co
1670-15th.....MA rket 1-6481

ASSOCIATED BEDDING CO
CALL A B C FIRST
For Dependable Renovating Service
NEW LOW PRICES
FACTORY TO YOU
Free Pick-Up & Delivery
1245 Geary.....PR ospct 5-0922

Asstos Bedding Co
1245 Geary.....PR ospct 5-0922
(See Advertisement Page 409)

ATLAS MATTRESS & UPHOLSTERING CO
539 Hayes.....UN drhil 1-6978
(See Advertisement Page 410)

CALIFORNIA BEDDING CO
MATTRESSES
RENOVATED
ONE-DAY SERVICE
City Wide Pick-Up & Delivery
Mattresses Converted To Inner
Springs
Bed Springs Made Into Box Springs
Box Springs Re-Tied & Recovered
Upholstering, Recovering & Repairing
New Mattresses & Box Springs
2831 Army.....AT water 2-3556

(Continued Next Page)

Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

GALANT
MATTRESS & UPHOLSTERY
CO.
ESTABLISHED 1927

CONVERT YOUR OLD MATTRESS
INTO A MODERN INNER-SPRING
MATTRESS
SPECIAL MACHINERY TO RENEW INSIDE FILLING MATERIAL

MATTRESSES & PILLOWS RENOVATED
INNER - SPRING MATTRESSES REPAIRED
COIL BED SPRINGS CONVERTED INTO BOX SPRINGS
LARGEST STOCK OF COVERINGS FOR YOUR SELECTION
NEW MATTRESSES & BOX SPRINGS
AT OUR SALES ROOM - FACTORY PRICES

We Specialize
In Odd Sizes
All Work Guaranteed
West 1-7661
2229 Geary near Divisadero
FREE ESTIMATES • TERMS
ONE-DAY SERVICE
Largest & Most Reliable Plant in S. F.



MATTRESSES RENOVATED

8 HOUR SERVICE
FREE ESTIMATES
Call Valencia 4-6911
(After 5 P.M. Call SKyline 1-0440)

REBUILDING INNER-SPRING
MATTRESSES OUR SPECIALTY



SAND=MAN
MATTRESS CO.
REG. U. S. PAT. OFF.
SPECIAL
DEPARTMENT
TO RENOVATE
KAPOK or COTTON
MATTRESSES
LIKE NEW

ALL WORK GUARANTEED • ESTABLISHED 1913 • 2620 THIRD STREET

Let Dreamland
WITH THE LARGEST RENOVATING DEPARTMENT IN THE WEST
Build Glorious *new comfort*
Into Your Old *mattresses*
and *springs*

MAGNIFICENT
INNER SPRING
MATTRESSES MADE
IN JUST FROM YOUR OLD MATTRESS.
ONE DAY MODERN BOX SPRINGS CONVERTED
FROM YOUR OLD COIL BED SPRINGS.
BEDS LENGTHENED AND RESTYLED
EASY CREDIT TERMS • OUR FINE WORK IS FULLY GUARANTEED
\$1 per Week Buys Perfect Sleep

COME TO DREAMLAND 534 BAYSHORE BLVD.
OR HAVE DREAMLAND COME TO YOU ATwater 2-1312